

FIG. 1

26

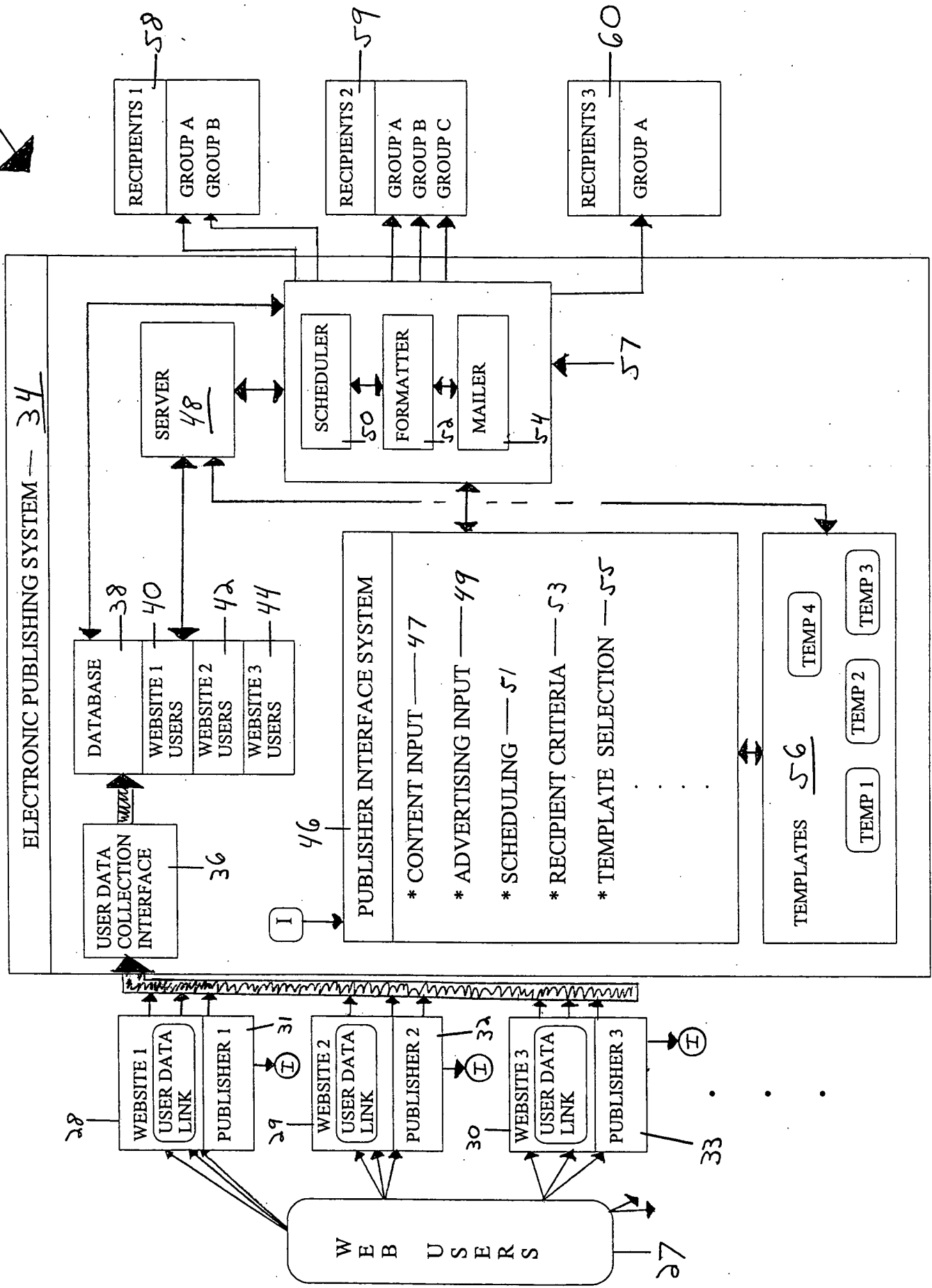


FIG. 2

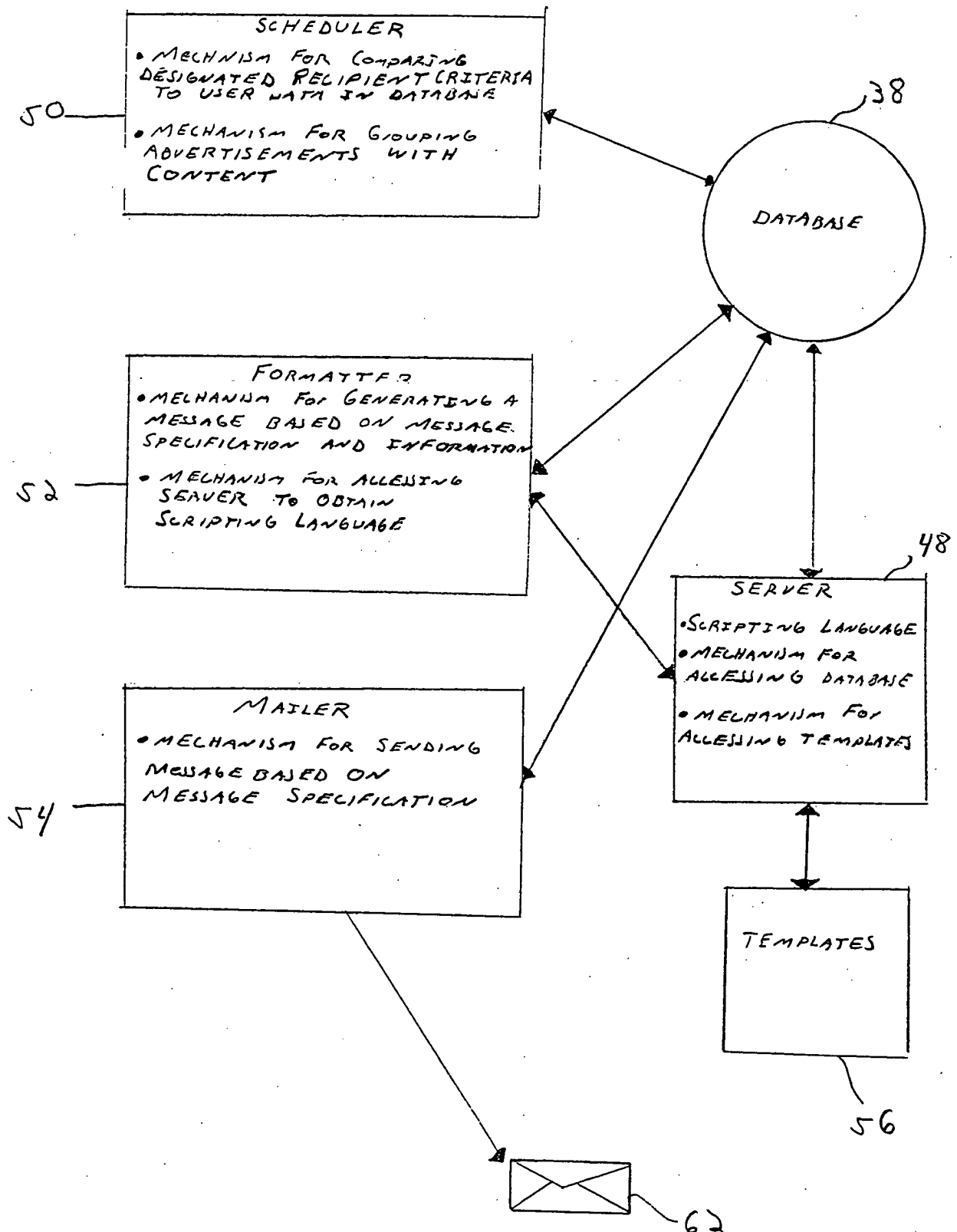


FIG. 3

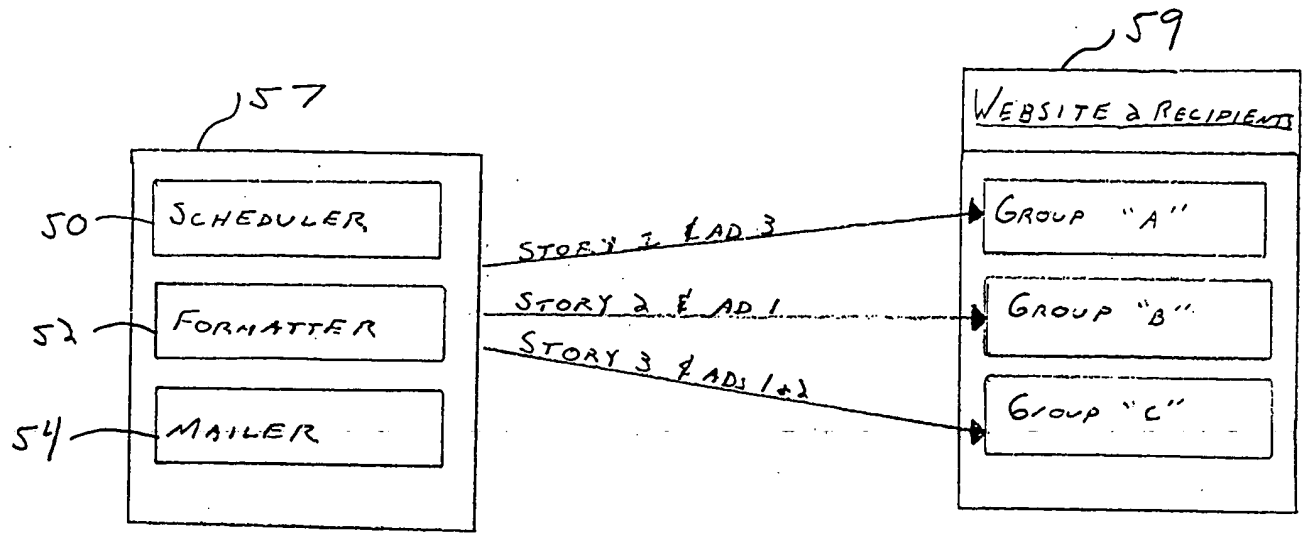


FIG. 4

100

inf rmz System Administration

101 Admin

103 Reports

105 Mailings

107 Ads

Help! Informz.com

102 Brand Information

Brand Settings Customize Your brand information!

News Types Set up the types of information you wish to send to your subscribers. 104

Demographics Set up the types of Demographics for your users. 106

Target Groups Set up subscriber target groups. 108

Personalization Set up the items to allow personalized mailings to be create for each user. 110

Colors Add/modify/delete colors to/from the system. 112

Fonts Add/modify/delete fonts to/from the system. 114

Users

Authorized Users Add, Modify, or Remove Authorized Users.

Subscription Settings

Description Description of mailing services for this brand that the subscriber will be able to read.

Privacy Statement Description of privacy for this brand that the subscriber will be able to read.

What You Get Description of what the subscriber gets for this brand that the subscriber will be able to read.

Examples Examples of mailings for the subscriber to view.

FIG. 5

inf rmz System Administration System Administration System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

News Types

Community Events	<input checked="" type="checkbox"/>
General Information	<input checked="" type="checkbox"/>
Health Watch	<input checked="" type="checkbox"/>
Live @ Issue	<input checked="" type="checkbox"/>
News	<input checked="" type="checkbox"/>
On TV	<input checked="" type="checkbox"/>
Sports	<input checked="" type="checkbox"/>
StormCenter Alerts	<input checked="" type="checkbox"/>
Welcome	<input checked="" type="checkbox"/>
<input type="button" value="Add"/>	

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116
113
121
117

FIG. 6

inf rmz System Administration System Administration System Administration

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Admin Reports Mailings Ads

Edit News Type

Name: Community Events 118

Link: <http://www.nbc10.com/tvsd/community/index> 120

Rank: 1 124

Description:

Display: ☒ 126

Priority: 1

Update 130

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FIG. 7

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Help! Informz.com

Admin
Reports
Mailings
Ads

Demographics Category 133

Name	Required	Sorting Sequence	Modify	Delete	Demographics
Age	No	1			
Gender	No	2			
Have you heard of NBC 10 InstaSports?	No	3			
Which newscast do you watch the most?	Yes	4			

Add

132
135

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134

FIG. 8

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Admin
Reports
Mailings
Ads

Demographic Category

Name

Age ~ 138

Description

Required ☐ ~ 142

Sequence ~ 144

~ 146

136

140

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FIG. 9

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Help Informz.com

Admin
Reports
Mailings
Ads

Personal Information 149

Name	Required	Sorting Sequence	Modify	Delete
First Name	Yes	1		
Last Name	Yes	2		
Zip Code	Yes	3		

Add 150

148 151

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FIG. 10

inf rmz System Administration System Administration System Administration

Help! Informz.com

Admin
Reports
Mailings
Ads

Personal Info Details

Name
First Name ~ 154

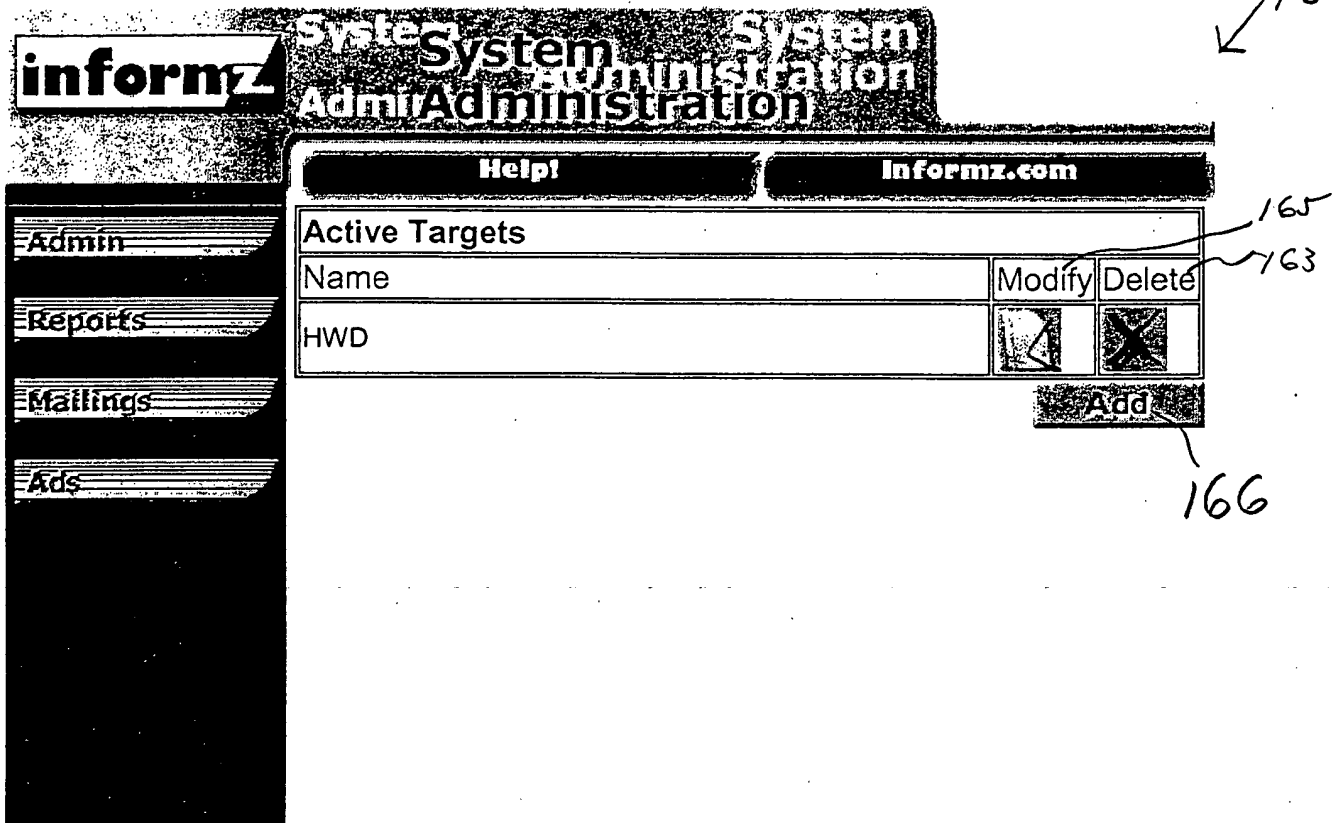
Description
~ 156

Required: ~ 158
Sequence: 1 ~ 160

Update ~ 162

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Fig. 11



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FIG. 12

inf rnz System Administration System Administration System Administration

168

Help! Informz.com

Admin
Reports
Mailings
Ads

Modify Target Group Configuration

Name: HWD ~ 170

Operator: ☐ Not ☐ And ☒ Or
172

Add/Remove Values

Show Values: ☐ News
176 ☐ Demographic
☐ Compound
☒ All

Value: NEWS : News 174

Add ~ 178

Demographic	Gender : Female	[delete]
Demographic	Age : 26 - 35	[delete]

Update Cancel

180

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FIG. 13

inf rmz System Administration System Administration System Administration

Help Informz.com

Admin Reports Mailings Ads

Mailings

Name	Type	Format	Content	Modify	Ads	Test	Public
Testing LocalUpdate	Send Once	WCAU-Newspaper					
HWD	On Hold	WCAU-Newspaper					
Welcome	When Subscribe	WCAU-Newspaper					
News Update...	Send Once	WCAU-Newspaper					
StormCenter Alerts	On Hold	WCAU-Newspaper					

Add Mailing

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FIG. 14

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Help! Informz.com

Admin
Reports
Mailings
Ads

Mailing Details

Name: ~ 222

Schedule ~ 224

☐ Send At: Date: Month Day Year Time: Hours Minutes AM

☐ Daily
or M ☐ Tu ☐ W ☐ Th ☐ F ☐ Sa ☐ Su ☐ Time: Hours Minutes
Weekly

☐ After someone subscribes minutes ☐

☐ Hold - do not schedule

Images ~ 226
☐ Attach

Template ~ 228

Format: Start Month Day Year Table of Contents ☒

Date:

Subject ~ 220

Email:

Pager:

~ 222

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Fig. 15

informz**System
Administration****Help****Informz.com****Admin****Reports****Mailings****Ads****News Details**

Mailing

HWD

Title

Summary

Type

HWD

Rank — 242

1 (1=highest, 5=lowest)

Image File — 244

Directory:

Upload

- or -

URL:

Process

Height:

pixels

Width:

pixels

Placement: Left

Pager — 246

Send Pager? Yes

Pager Version:

* If you leave the Pager Version blank, the News Title will be used.

News Link — 248

Directory:

Upload

- or -

URL:

*This is the webpage or document that the user will be sent to upon clicking the title or image.

Update

FIG. 16

250

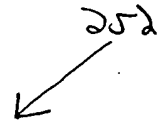
234

236

238

240

252



informz System Administration System Administration System Administration

Help Informz.com

Admin Reports Mailings Ads

Advertisement Details

Name

Text

Link

Graphics

Image:

- or -

HTML:

Pager

256

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FIG. 17

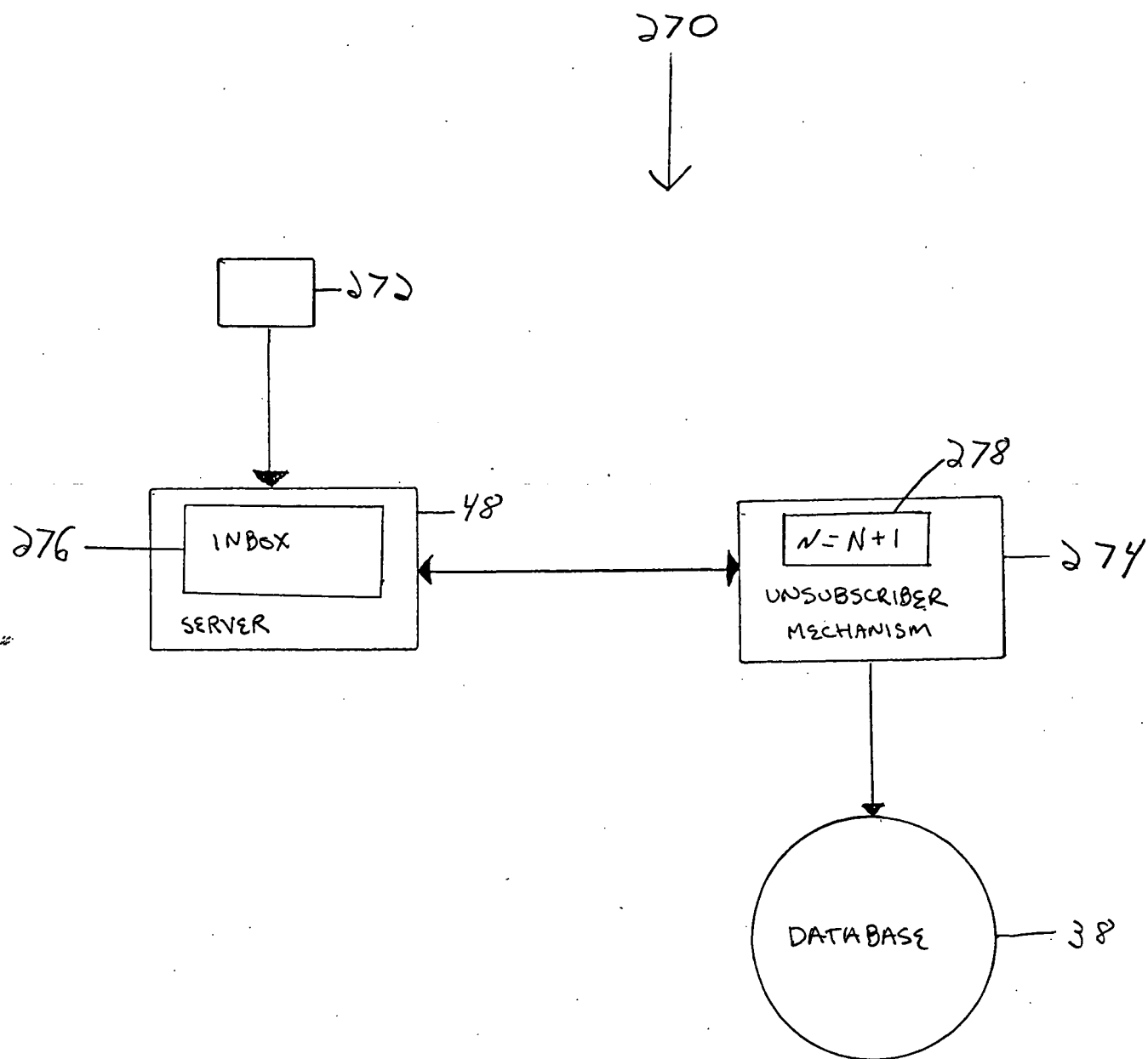


FIG. 18

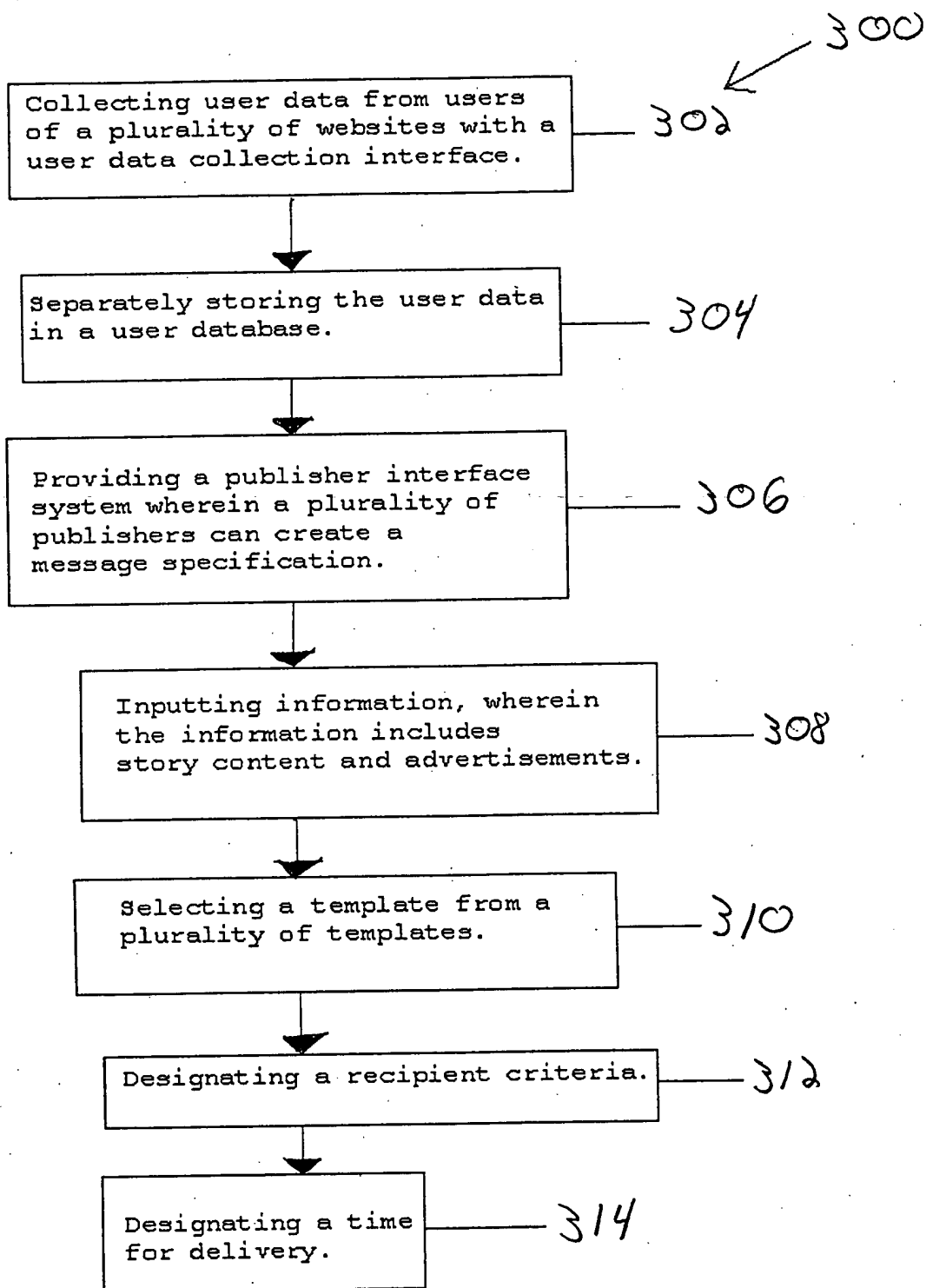


FIG. 19

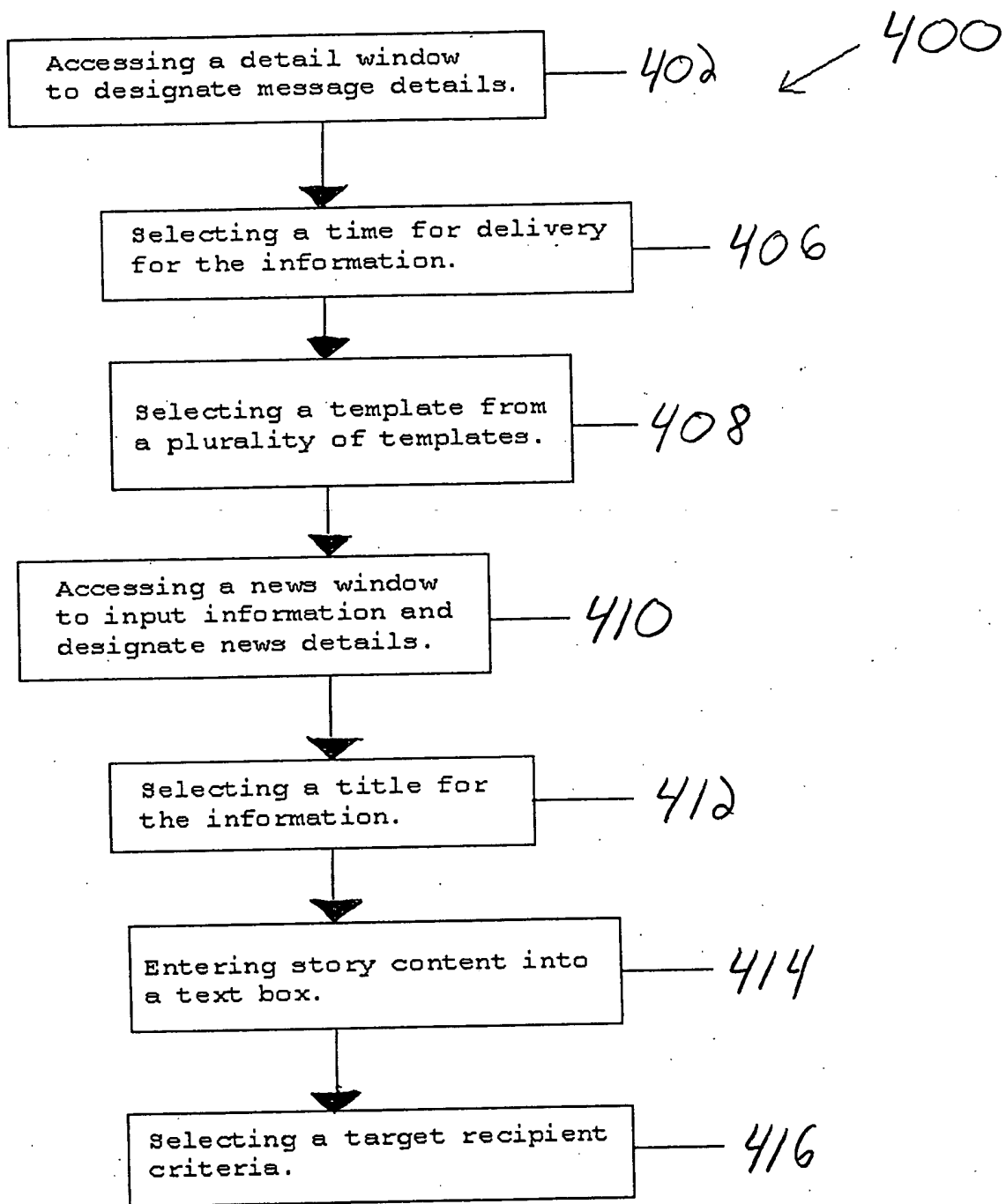


FIG. 20

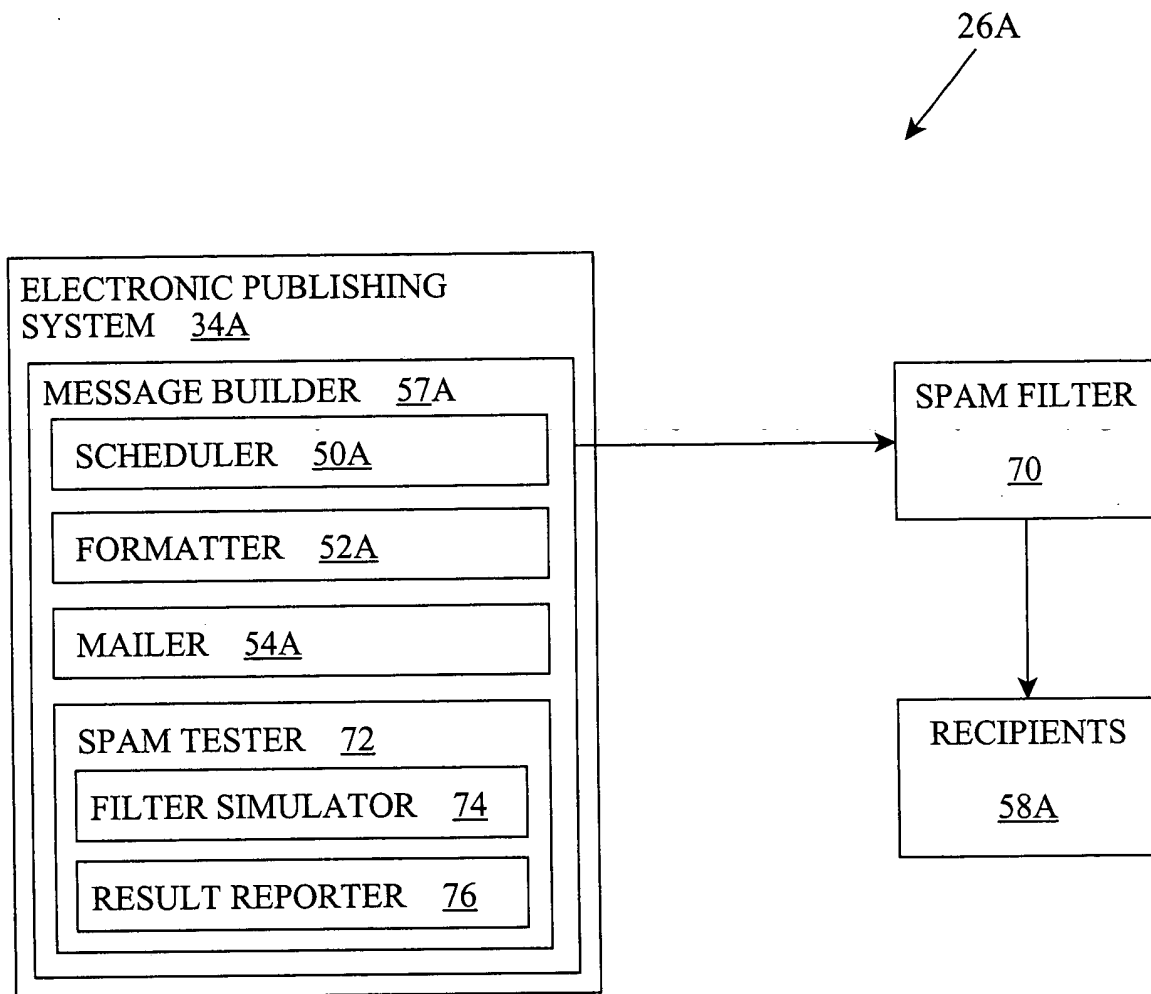


FIG. 21

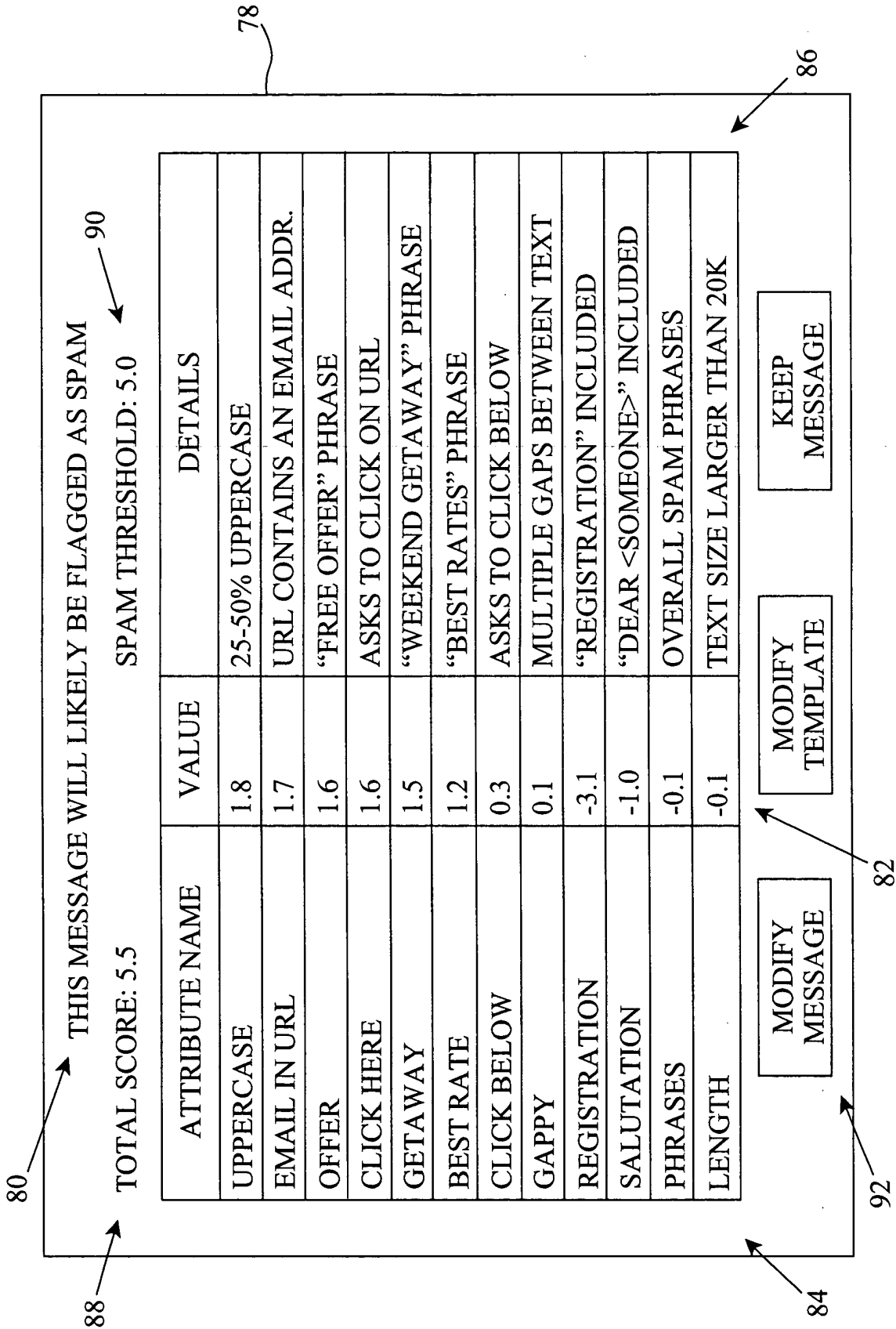


FIG. 22

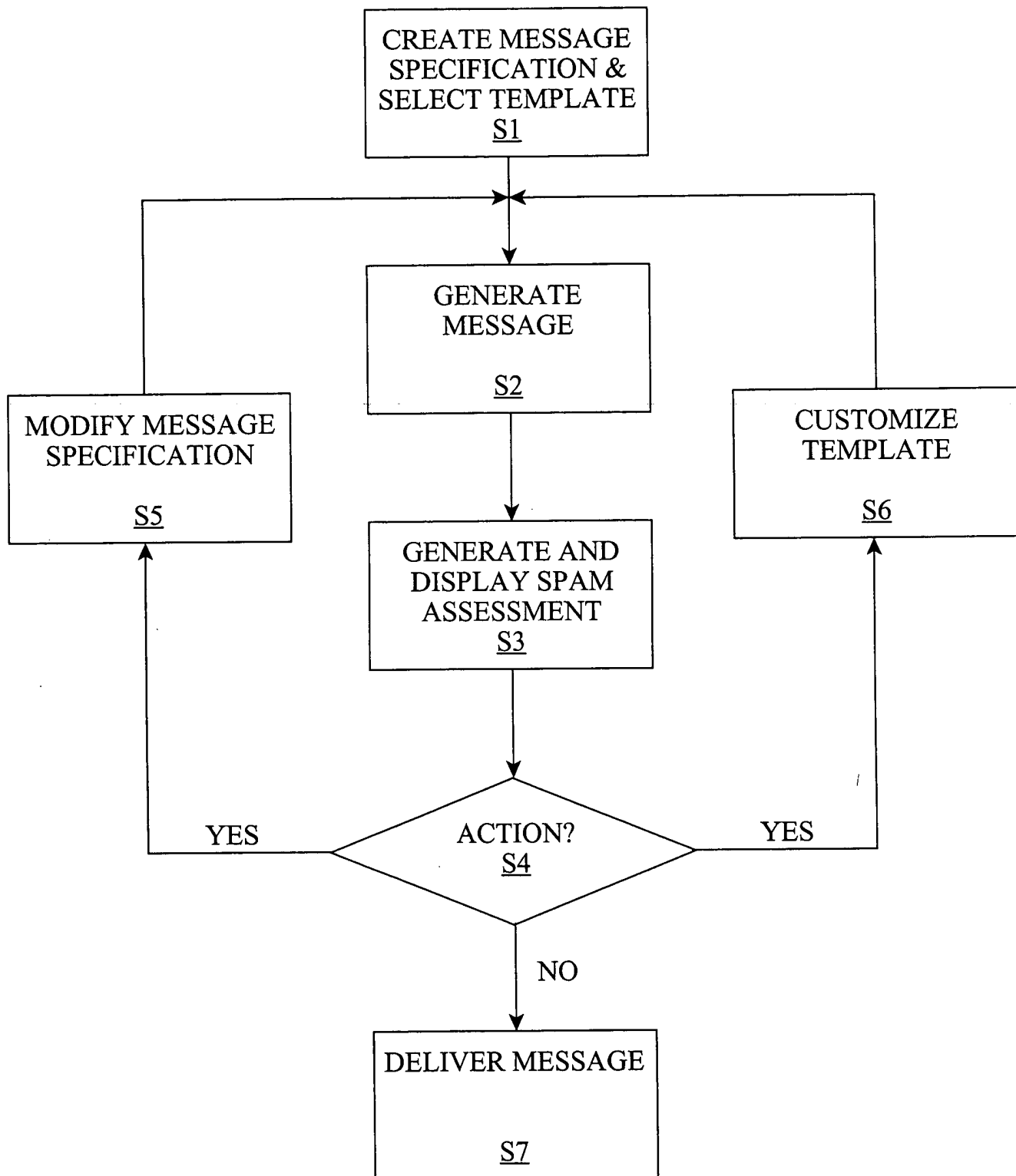


FIG. 23